

(Circular A.)

EXTENSIVE PREMIUM SALE

— OF VALUABLE —

STEEL ENGRAVINGS.

\$24,000

TO BE GIVEN AWAY IN PREMIUMS.

LONDON LITERARY AND ART AGENCY.

I beg to announce to the good people of Canada that having been appointed Sole General Agent for GEORGE E. PERINE'S elegant SUBSCRIPTION ENGRAVINGS, "*Good Part*," "*Cross and Crown*," and "*Christ Weeping Over Jerusalem*," I have determined to offer such inducements to purchasers, as have never been equalled in connection with any picture sale that has ever before taken place.

These magnificent Engravings are sold only by subscription, and cannot be purchased for any price at the Picture Stores. In beauty and delicacy of finish, as well as in general artistic merit, they have rarely been equalled; and no engravings of equal value can be bought from the general dealers for less than five dollars each. The regular price at which these engravings are sold through agents, is three dollars per copy, and thousands of them have already been sold at that price in the United States. No agent, according to his instructions, is permitted to sell them for less. I shall therefore sell them at that price; but shall, in connection with such sale, offer the following valuable premiums:

To each purchaser of an engraving on this plan, will be presented, at the time of payment, all of the following articles, most of which are an almost everyday necessity in every family throughout the land:

6 Cakes of nice Toilet Soap.....	.25	1 Large Bottle Permanent Writing Fluid,....	.25
1 Box Golden Salve.....	.25	1 Large Bottle Excellent Liquid Blacking...	.25
1 Bottle Corn Eradicator.....	.25	1 Large Bottle Superior Liniment.....	.50
1 Bottle Toothache Drops.....	.25	1 Large Bottle Palatable Purgative.....	.50
1 Bottle Eau de Cologne.....	.25	1 Lightning Calculator.....	.12
1 Bottle Excelsior Laundry Gloss.....	.25		
Total.....			\$3.12

The following is a brief description of the above premiums:

The Toilet Soap—Is of good quality, and very cheap at the price mentioned. It is a better article than much that is sold at a much higher rate.

The Golden Salve—Is an excellent one in all cases where a healing salve is required, but it is particularly valuable for burns, scalds, and frost bites. In these cases, it removes the soreness and speedily heals the hurt, often without leaving the slightest scar. A box of it always at hand and instantly applied would frequently save the life of a child. If applied before a burn has blistered, it will seldom blister at all; but if it cannot be applied in time to prevent this, it should be applied as soon afterwards as possible.

The Corn Eradicator—When applied according to directions, removes these troublesome excrescences without pain or inconvenience to the person using it. A single bottle should cure all your corns, even if you have one on every toe.

The Toothache Drops—Are an unfailing remedy for that distressing ailment, when it proceeds from an exposed nerve. The comfort and rest derived from their use for a single day or night, are well worth twice the cost of a whole bottle of the drops.

The Eau de Cologne—Although cheap, is nevertheless an excellent article for ordinary use, and fully equal to much that is sold for twice its price.

The Excelsior Laundry Gloss—Is a most valuable article, and one that is needed by every housekeeper. A small quantity of it added to starch, used either hot or cold, will, when the smoothing iron is applied, give the article such a gloss, that, if it were possible, the very flies that alight upon it would slip up and break their necks. Any laundress that becomes acquainted with its merits, will never after, be willing to dispense with its use.

The Permanent Writing Fluid—Is one of the best inks ever manufactured. When first written with it is comparatively pale, but in a few minutes turns to a fine black, which will never fade when used in writing deeds, &c., that may need to be preserved for hundreds of years. It does not corrode the pen as rapidly as most other inks in use, and does not become thick and useless like the floods of trash made from extracts of logwood and sold to a gullible public as *Superior Black Writing Inks*.

The Liquid Blacking—Has no superior, and very few if any equals. If properly used, a bottle of it will last longer than four ten cent boxes of paste blacking, and it is much more readily applied. A few drops to each boot and a few minutes of brisk brushing will make them shine like a mirror. Nearly all other kinds of blacking contain oil of vitrol which is very destructive to leather, this contains none, and is for that reason preferable to them. It is also very durable. In ordinary summer weather, a single application will be sufficient to keep your boots polished for a fortnight, if you treat them to an extra brushing once in a while.

The Liniment—Is an excellent one for all general purposes where such an article is required, and is particularly valuable in healing cuts and bruises of all descriptions on either man or beast. The bottle contains fully three times as much as the 25 cent bottles commonly sold at the druggists.

The Palatable Purgative—Just meets the wants of the family in almost every case where a cathartic is required. It is mild in its action, but effectually cleanses the whole alimentary canal. And then as its name indicates, it is really pleasant to take. The smallest child will take it readily, and cry for more. Who does not have a vivid recollection of the detestable nausea produced by being compelled to take the abominable pills, powders, &c., that have been commonly prescribed as purgatives in the past, and the use of which has, in many instances, greatly augmented the sufferings of the poor invalid? Any medicine that will thoroughly accomplish the desired end, and which, at the same time, is not only free from any nauseous taste, but is absolutely palatable, must inevitably become vastly popular as soon as it is generally known. The Palatable Purgative is such a medicine. And besides, according to the number of doses contained in a bottle, it is one of the cheapest medicines in the market. It is purely vegetable in its composition, and exceptionally safe for the weakest constitutions.

The Lightning Calculator—Is a truly valuable little book, by Prof. Hutchings, late of Barnum's Museum, N. Y. City. It contains the most practical processes for rapid addition, four new forms of multiplication, rapid processes of squaring and cubing, and numerous short, practical rules of arithmetic, together with his amusing and instructive parlor feats, &c., &c. If it is carefully studied, and its rules persistently carried out, it will be worth its weight in gold to many who will thus receive it as a gift.

By the above, it will be seen that to all who buy the engravings on this plan, I sell them at their regular market price, and at the same time actually give the purchaser, in addition, more than the full value of his money in other staple household articles of genuine worth and reliability.

Should the total sales in Ontario and Quebec reach the comparatively limited number of 8,000, then the value of the premiums given would be very nearly \$25,000, but it is but fair to suppose that these sales will far exceed that number.

But, perhaps, it may be asked, "How can this be done?" "Is it possible that all that is promised in the foregoing paragraphs can be faithfully carried out? I will therefore add a few words of explanation.

FIRSTLY THEN.—The articles constituting the premiums offered by this plan, although they are all articles of superior merit, are new to the Canadian public, and as it is my intention to make their manufacture and sale a principal part of my business in the future, it will pay me to make them as generally known as possible at the outset, even though I do this at a temporary loss. I feel assured that all that is necessary, in order to create an immense demand for these goods, is to get people to give them a trial, and that the articles themselves, when thus introduced, will prove to be their own advertisement, and the very best that can be secured for them.

SECONDLY.—By offering these unparalleled inducements to purchasers, it will be such an easy matter to make sales, that my agents can afford to dispose of the engravings for a comparatively small commission, and yet make better wages in selling them, than they could in canvassing for anything else in the market, and the amount of commissions thus saved enables me to give better terms to my purchasers, than I otherwise could.

In these two particulars, when taken together, the reader has my answer to his questions; but he will please bear in mind that on this plan, except in cases where he orders direct from me by mail, he is not asked to take anything on trust, and that he is not expected to pay any money until all that has been promised is fully performed.

I want good agents everywhere, both male and female, to engage in the sale of these engravings, and shall deal as liberally with them as the state of the case will permit. Any person wishing to take an agency, will be supplied with my "Confidential terms to agents" on addressing me and giving satisfactory references with regard to their reliability.

Parties wishing to purchase in localities where an agency has not been established, can do so by sending the price of the engraving or engravings which they desire, direct, to me by registered letter or Post Office money order. In such cases, the applicants must be very careful to write plainly, first, their Post Office address; second the name of the engraving or engravings desired; third by what conveyance they will have their premiums sent to them.

Those persons who purchase the engravings from an agent on this plan, will, as before stated, receive their engravings and premiums from him at the time of payment, but to those who purchase directly from me, the engravings and premiums will, on receipt of the money, be sent free by express or other conveyance, as they may designate, provided the cost of said conveyance does not exceed one fourth of the purchase money, and in case it does exceed that sum, then that part of the expense will be paid by me, and the excess will be left for the purchaser to pay on receipt of the goods. No goods will be sent C. O. D., (collect on delivery), unless at least one half of the purchase money accompanies the order. And all persons interested will please take particular notice of this last regulation, for it will be strictly adhered to. Residents of London and vicinity can see samples of the engravings and premiums, and have their orders filled, by calling at my office on Simcoe street, two doors west of Wellington, or at Bryce's Bookstore, on Richmond Street. Each canvassing agent is also furnished with the necessary samples for exhibition, and we guarantee that the goods delivered shall be equal to the samples shown you, or you will be under no obligation to take them.

And now in conclusion allow me to say, I have by the above plan of sale, placed it within the reach of almost every family to obtain *Three First-Class Works of Art* to adorn their homes. Engravings, that have hitherto chiefly been possessed by the wealthy and elite of society only, and I flatter myself, that by so doing I shall secure, as my reward, such a sale of the engravings as has, in its extent, never before been equalled in America. Having, in the past, for a long time been identified with the public interests of Canada, as the founder and proprietor of the London Commercial College, and having, during the past three years, conducted the London Literary and Art Agency, I am not a stranger to the Canadian public; and whilst tendering them my sincere thanks that for so long a time they have deemed me worthy of their confidence and patronage, I do not doubt but that I shall also be favored with their liberal encouragement in my present enterprise.

Circulars, and any further particulars, can be obtained at any time by addressing me at London, Ont. P. O. box 99 F.

J. W. JONES.

The foregoing plan of Sale shall be known as *Premium Plan No. One.*